

2022 Community Survey

City of West Des Moines, Iowa

Presented by

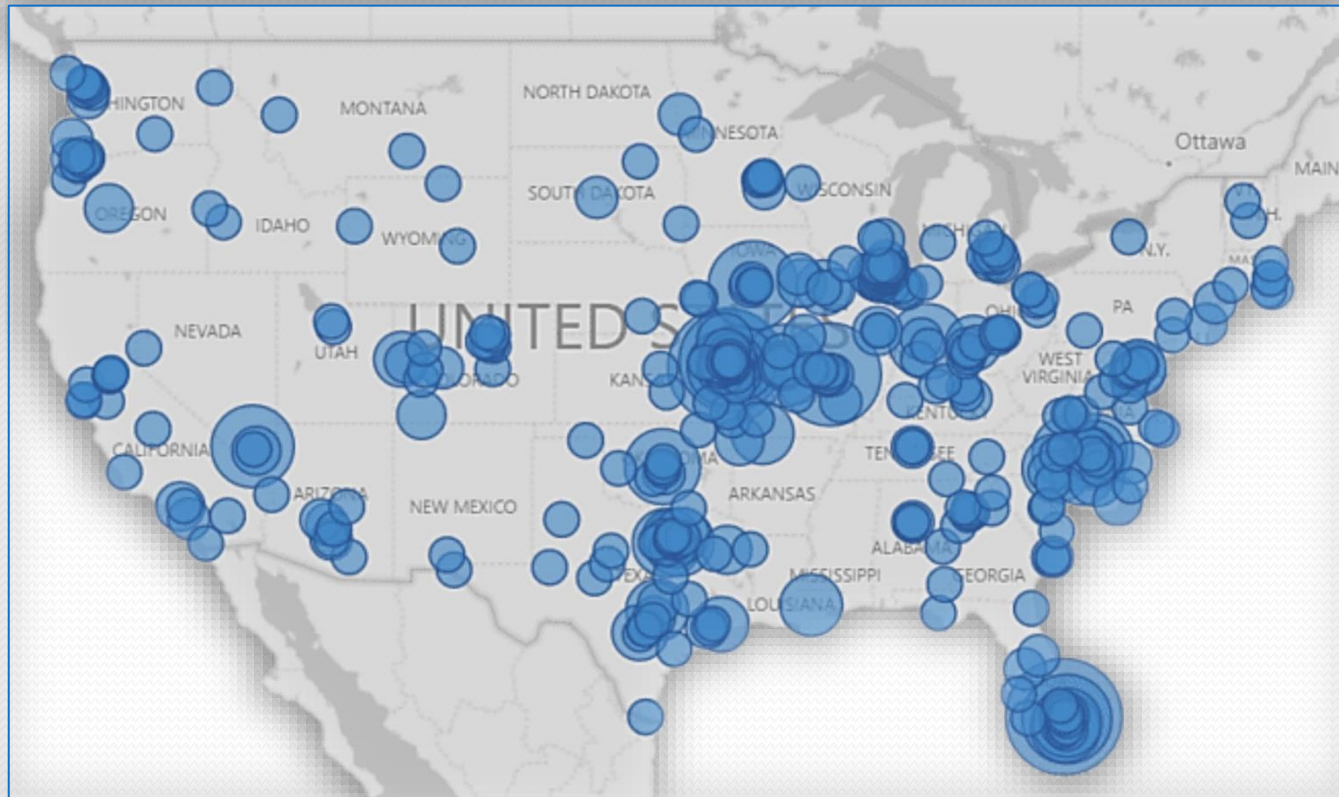


October 3, 2022

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**More than 2,500,000 Persons Surveyed Since 2012
for more than 900 cities in 49 States**

Agenda

- **Purpose and Methodology**
- **Bottom Line Upfront**
- **Major Findings**
- **Summary**
- **Questions**

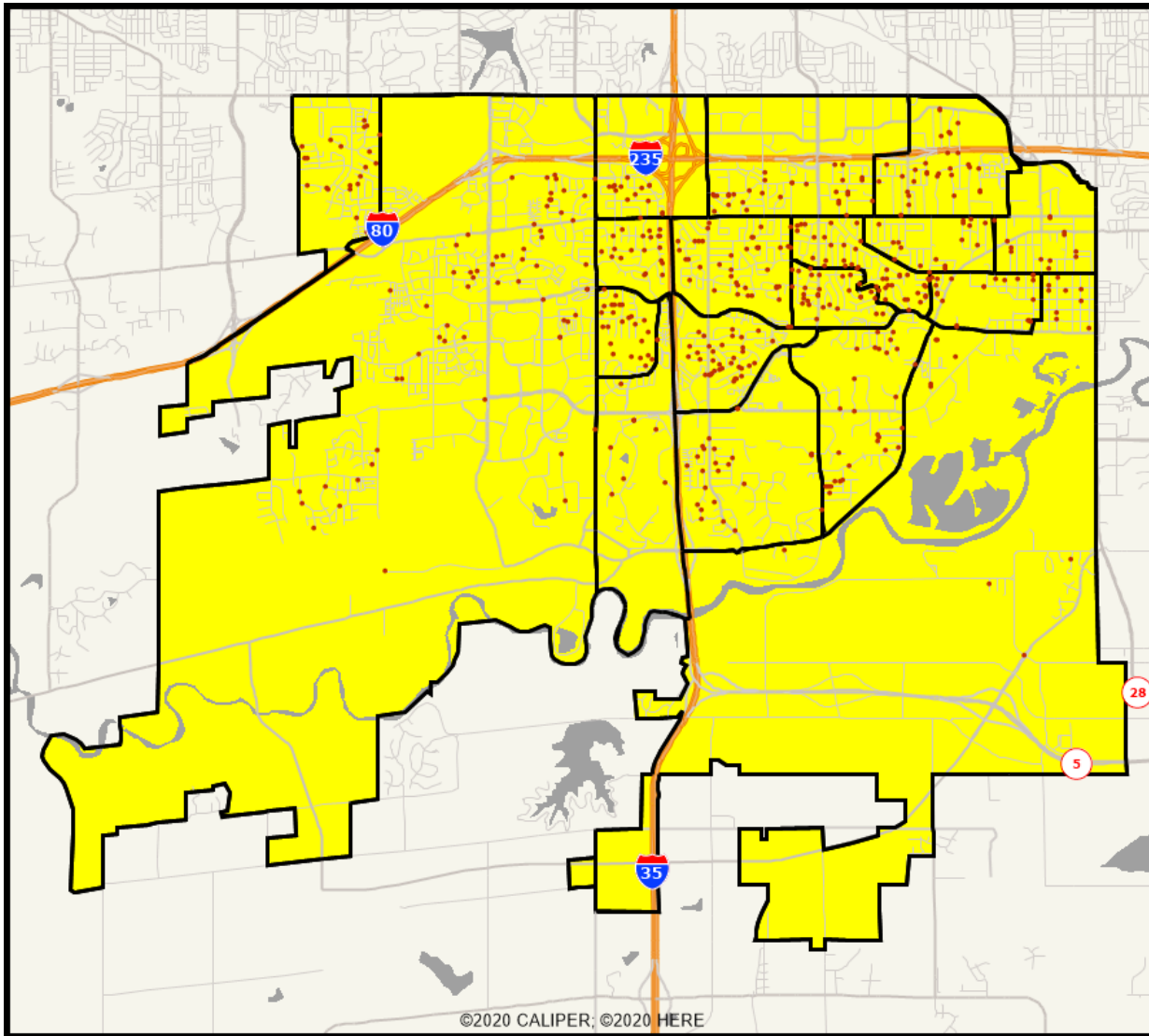
Purpose

- **To objectively assess resident satisfaction with the delivery of City services**
- **To measure trends from previous surveys**
- **To compare the City's performance to other communities**
- **To help determine priorities for the community**

Methodology

- **Survey Description**
 - ☐ tenth Community Survey conducted for the City
 - ☐ included many of the same questions that were asked in previous years
- **Method of Administration**
 - ☐ by mail and online
 - ☐ each survey took approximately 15-20 minutes to complete
- **Sample Size:**
 - ☐ Goal: 400 surveys
 - ☐ Actual: 417 surveys
- **Confidence level:** 95%
- **Margin of error:** +/- 4.8% overall

Location of Respondents



**Good Representation By
LOCATION**

Bottom Line Up Front

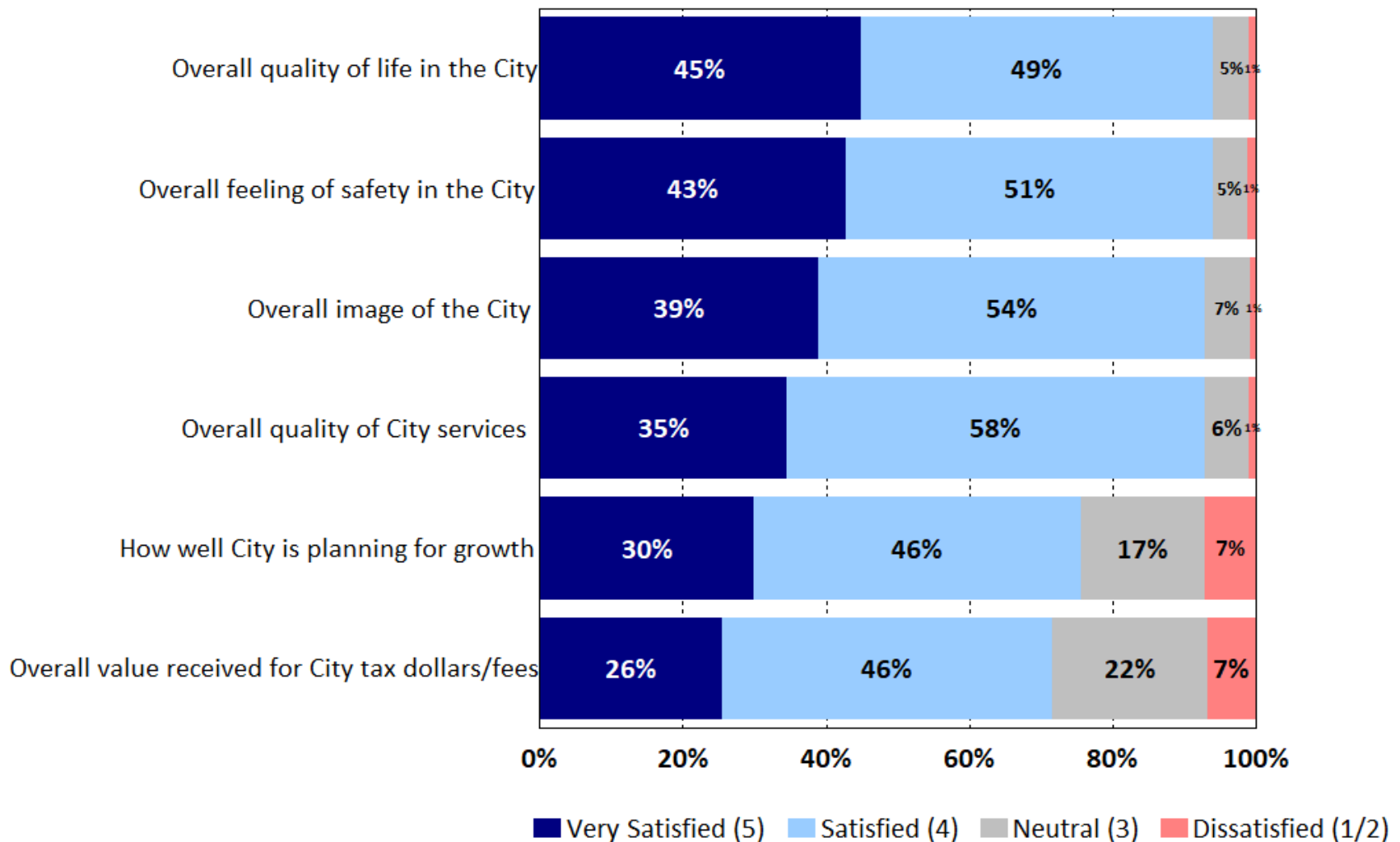
- **Residents Have a Very Positive Perception of the City**
 - ❑ 94% are satisfied with the quality of life in the City; only 1% are dissatisfied
 - ❑ 93% are satisfied with the overall quality of services provided by the City; only 1% are dissatisfied
- **Satisfaction with City Services is Much Higher in West Des Moines Than Other Communities**
 - ❑ The City rated 42% above the U.S. Average in the overall quality of City services
 - ❑ The City rated significantly higher than the U.S. Average (5% or more above) in all 51 areas that were compared
- **Overall priorities for improvement over the next 2 years:**
 - ❑ Overall traffic flow management in the City
 - ❑ Quality of City water services
 - ❑ Overall enforcement of code violations

Major Finding #1

**Residents Have a Very Positive
Perception of the City**

Satisfaction With Items That Influence the Perception Residents Have of the City

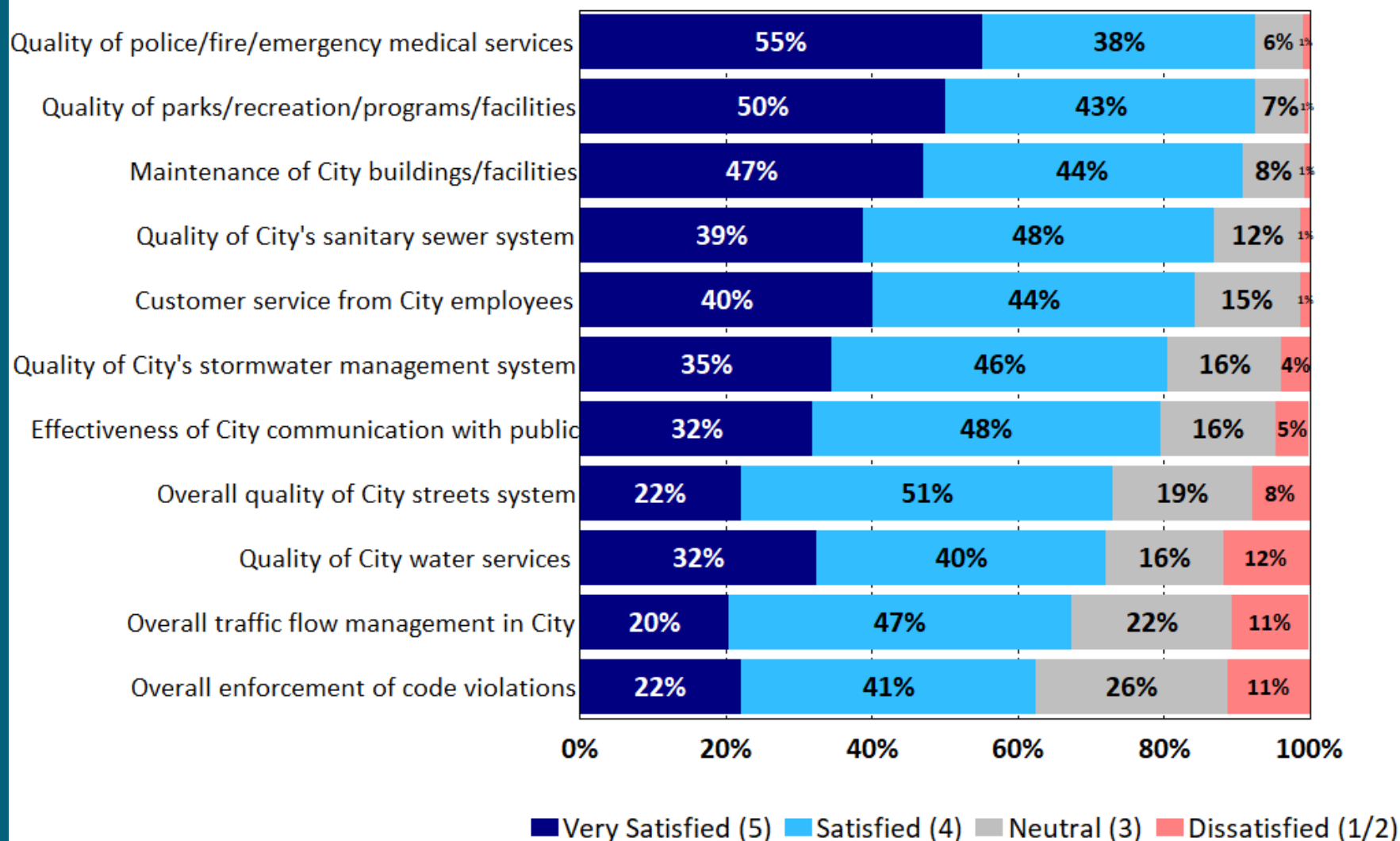
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



No More Than 7% Are Dissatisfied With Any Area Related to Perceptions of the City

Overall Satisfaction With City Services by Major Category

by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)

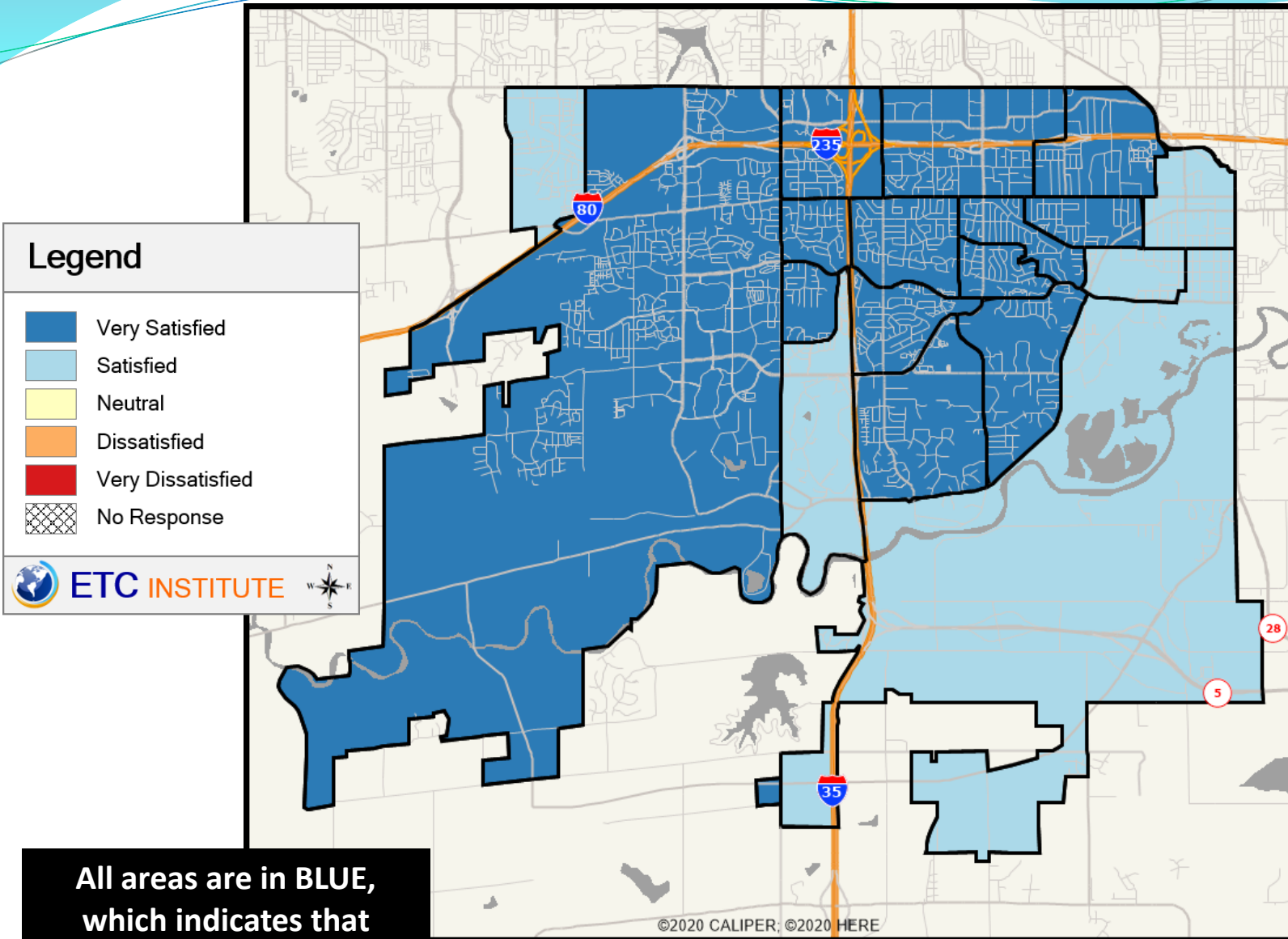


The Majority of Residents Were Satisfied With All City Services

Major Finding #2

**Residents in All Areas Are Satisfied
with the Overall Quality of City
Services**

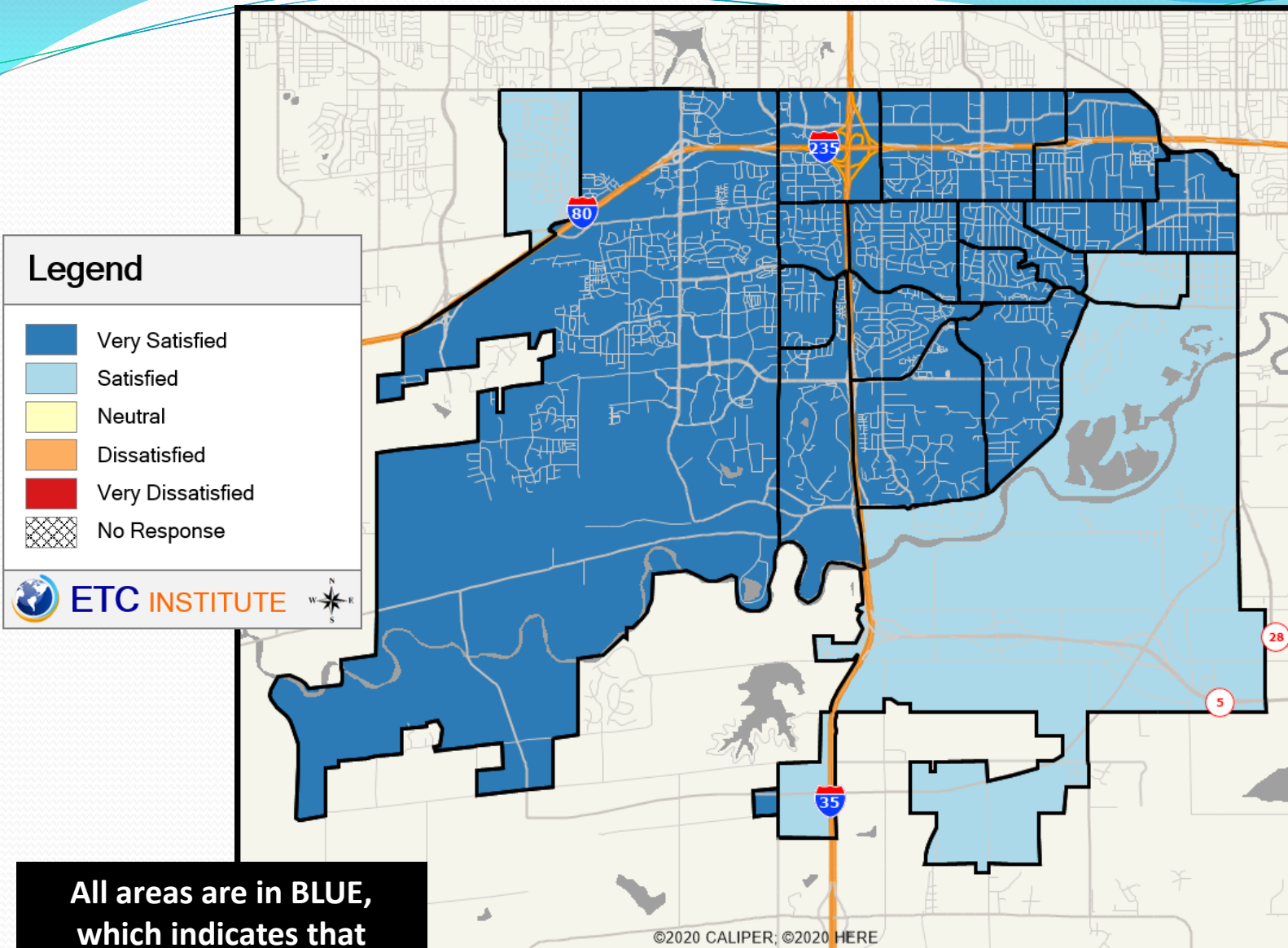
Satisfaction with the Overall Quality of City Services



All areas are in BLUE,
which indicates that
residents in all parts of
the City are satisfied

West Des Moines 2022 Community Survey
Mean rating for all respondents by CBG (merged as needed)

Satisfaction with the Overall Quality of Life in the City



**All areas are in BLUE,
which indicates that
residents in all parts of
the City are satisfied**

West Des Moines 2022 Community Survey
Mean rating for all respondents by CBG (merged as needed)

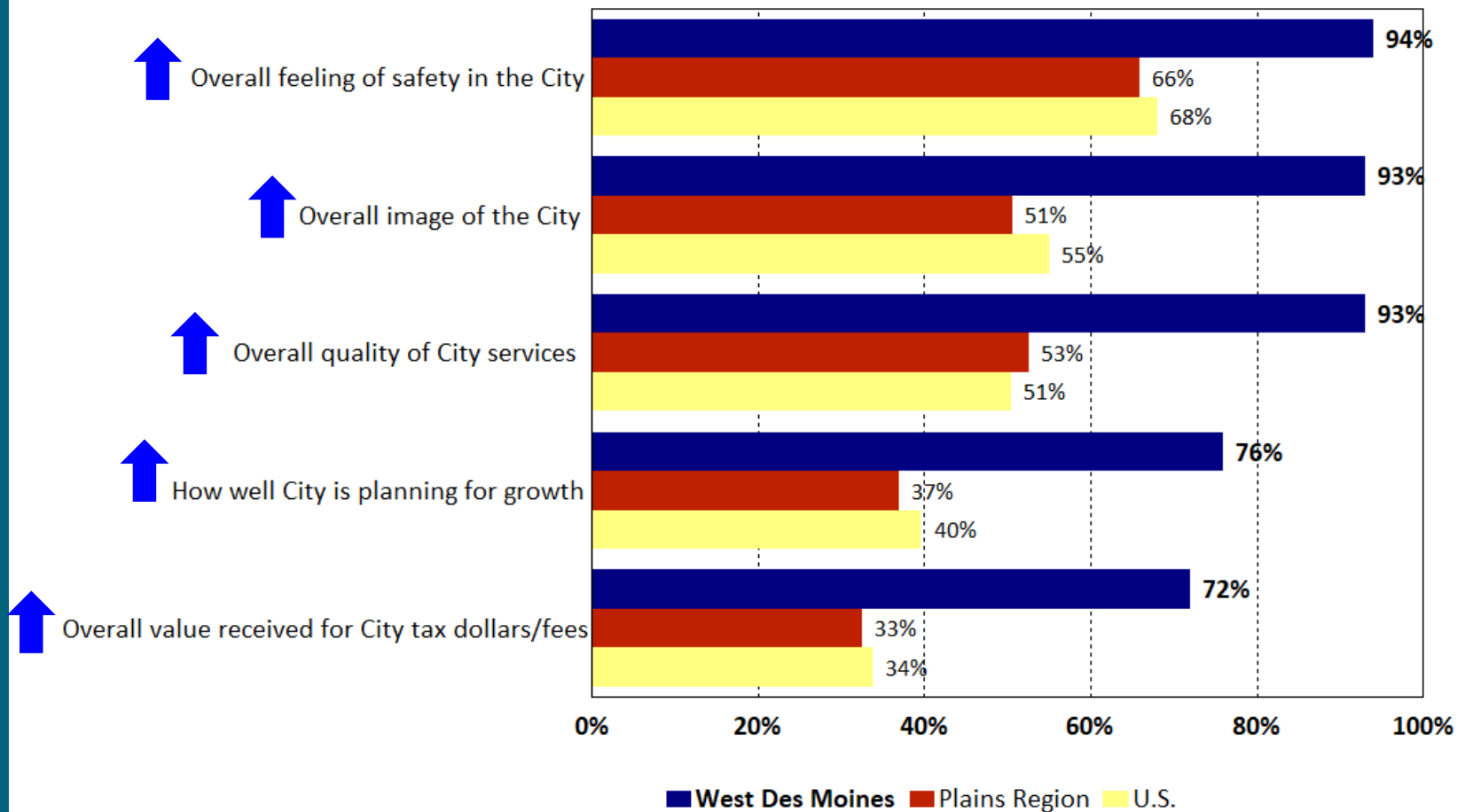
Major Finding #3

**Satisfaction with City Services in
West Des Moines Are Among the
Highest in the Nation**

Satisfaction with Issues that Influence Perceptions of the City

West Des Moines vs. Plains Region vs. the U.S.

by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)

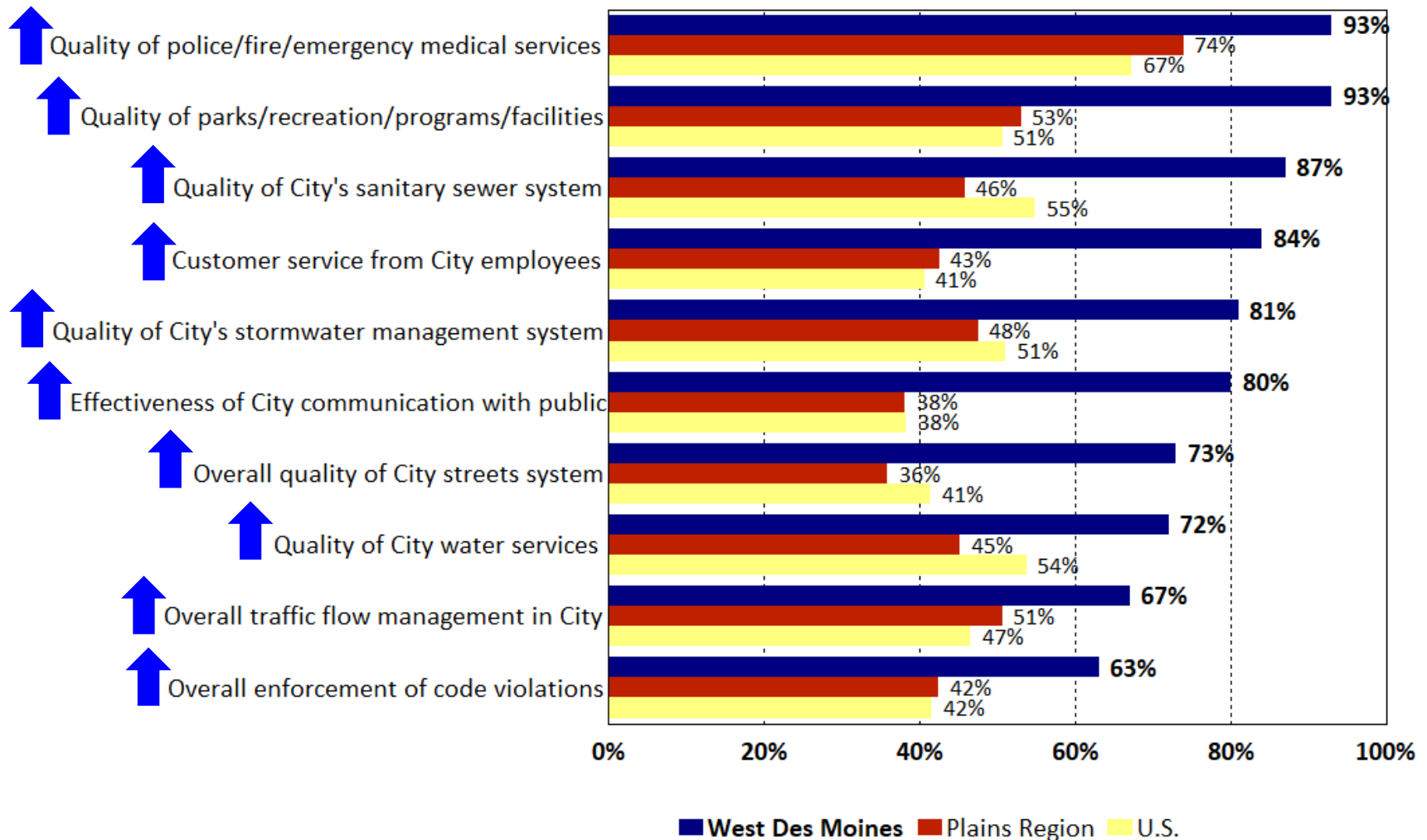


The City's Overall Satisfaction With City Services Is 42% Above the National Average and 40% Above the Plains Regional Average

Overall Satisfaction with Major Categories of City Services

West Des Moines vs. Plains Region vs. the U.S.

by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)

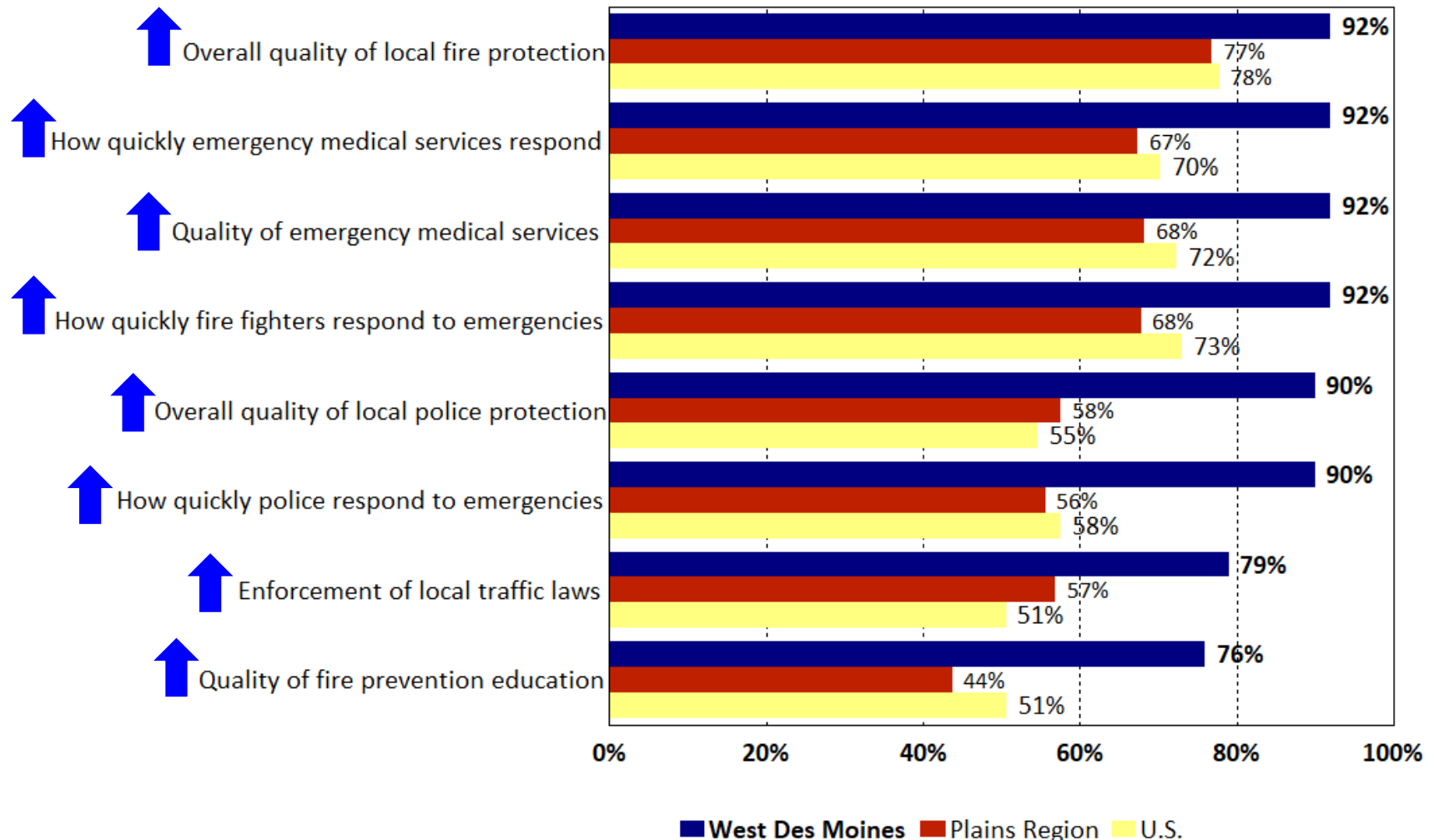


The City is Setting the Standard in All Areas Assessed

Overall Satisfaction with Public Safety

West Des Moines vs. Plains Region vs. the U.S.

by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)

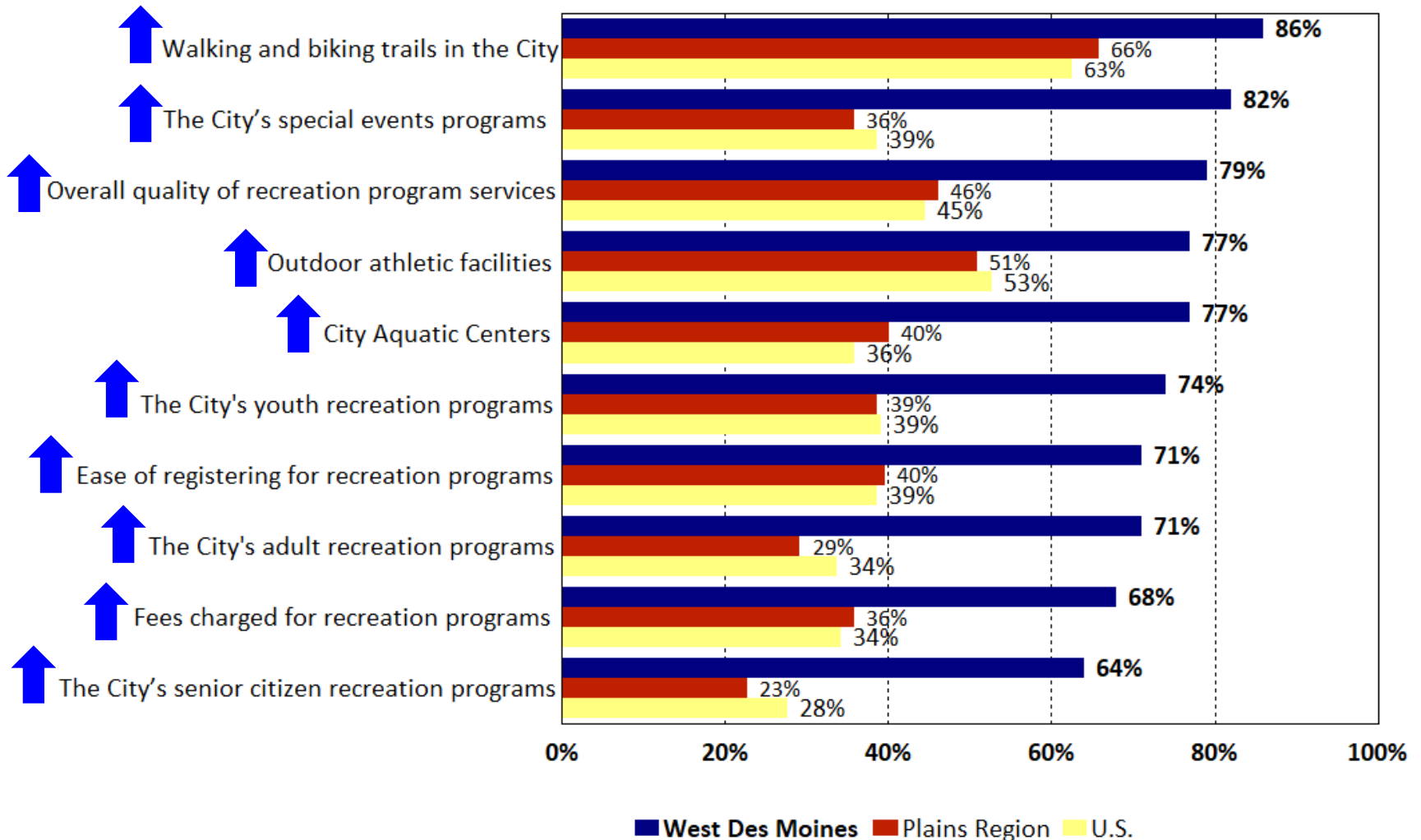


Overall Quality of Police, Fire, and Emergency Medical Services Are Significantly Higher Than the National and Regional Averages in All Areas

Overall Satisfaction with Parks and Recreation

West Des Moines vs. Plains Region vs. the U.S.

by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)

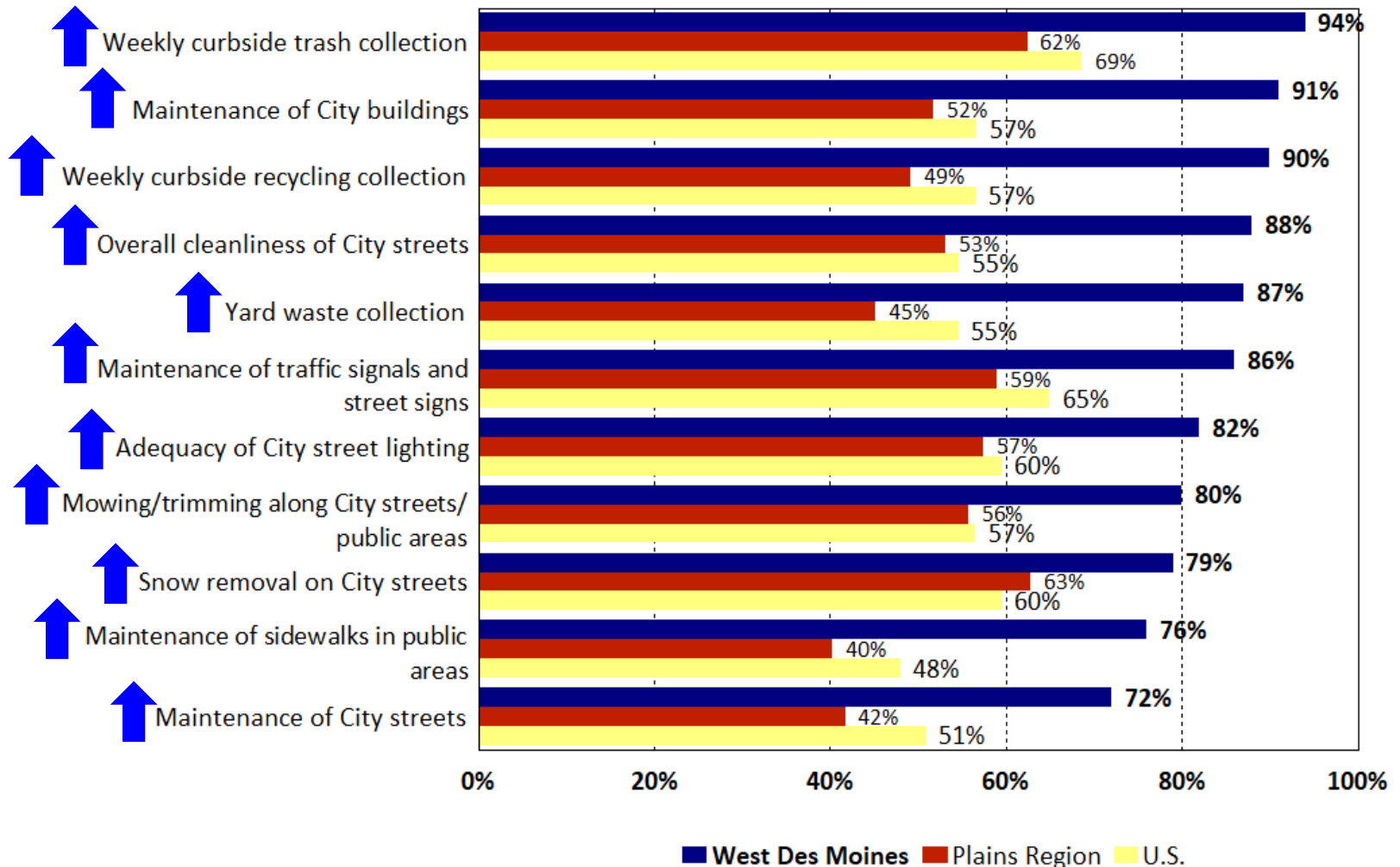


The City is Setting the Standard in Providing Parks and Recreation Services

Overall Satisfaction with City Maintenance

West Des Moines vs. Plains Region vs. the U.S.

by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)

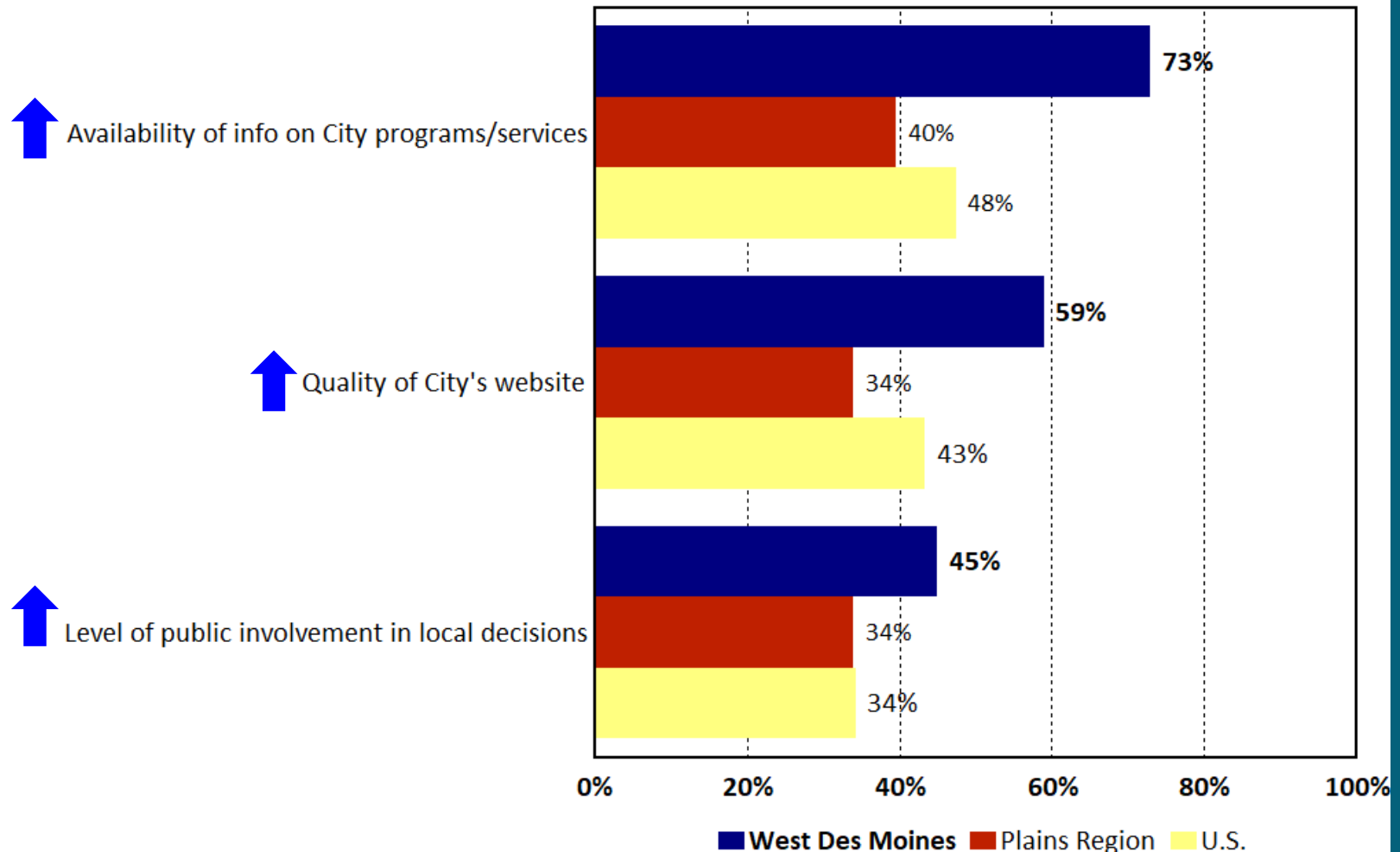


The City Rates Significantly Above the National and Regional Averages in All 11 Maintenance Categories

Overall Satisfaction with City Communications

West Des Moines vs. Plains Region vs. the U.S.

by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



West Des Moines rated significantly higher than the U.S. and Plains Region for City communications

Major Finding #4

Trend Analysis

Trends

Most Notable Increases Since 2020

- ❑ The City's special events programs (+8%)
- ❑ Effectiveness of City communication with the public (+6%)
- ❑ Maintenance of City buildings/facilities (+5%)
- ❑ Quality of the City's stormwater management system (+5%)
- ❑ How quickly police respond to emergencies (+5%)

Trends

Most Notable Decreases Since 2020

- ❑ Amount of parking provided – new commercial development (-6%)
- ❑ Innovation/uniqueness of residential development (-7%)
- ❑ Quality of new residential development (-8%)
- ❑ Enforcing the maintenance of business property (-9%)
- ❑ Variety of new housing options (-11%)

Major Finding #5

Priorities for Investment

Importance-Satisfaction Rating						
West Des Moines, Iowa						
<u>OVERALL</u>						
The information presented in the following table should be interpreted with regard to the importance city residents place on various city services and how satisfied they are with each service. Improvements in those areas with the highest I-S rating will cause the greatest marginal increase in overall satisfaction with city services.						
Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>High Priority (IS .10-.20)</u>						
Overall traffic flow management in the City	45%	2	67%	10	0.1472	1
Quality of City water services	39%	3	72%	9	0.1086	2
Overall enforcement of code violations	29%	5	63%	11	0.1058	3
<u>Medium Priority (IS <.10)</u>						
Effectiveness of City communication with public	19%	7	80%	7	0.0370	4
Quality of City's stormwater management system	13%	8	81%	6	0.0255	5
Quality of police/fire/emergency medical services	30%	4	93%	1	0.0208	6
Quality of parks/recreation/programs/facilities	28%	6	93%	2	0.0197	7
Overall quality of City streets system	46%	1	73%	8	0.0176	8
Quality of City's sanitary sewer system	7%	9	87%	4	0.0096	9
Customer service from City employees	6%	11	84%	5	0.0096	10
Maintenance of City buildings/facilities	7%	10	91%	3	0.0060	11

Highest Overall Priorities: 

Importance-Satisfaction Rating

West Des Moines, Iowa

PUBLIC SAFETY

The information presented in the following table should be interpreted with regard to the importance city residents place on various city services and how satisfied they are with each service. Improvements in those areas with the highest I-S rating will cause the greatest marginal increase in overall satisfaction with city services.

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Medium Priority (IS <.10)						
Officers' attitudes and behavior towards citizens	23%	2	81%	8	0.0428	1
Emergency medical involvement/community awareness	17%	4	77%	10	0.0386	2
Enforcement of local traffic laws	16%	6	79%	9	0.0328	3
Overall quality of local police protection	28%	1	90%	5	0.0278	4
Overall competence of Police Dept employees	16%	5	84%	7	0.0261	5
Quality of fire prevention education	9%	10	76%	11	0.0221	6
Quality of emergency medical services	18%	3	92%	3	0.0146	7
How quickly police respond to emergencies	10%	8	90%	6	0.0096	8
Overall quality of local fire protection	11%	7	92%	1	0.0085	9
How quickly emergency medical services respond	10%	9	92%	2	0.0077	10
How quickly fire fighters respond to emergencies	5%	11	92%	4	0.0042	11

Highest Public Safety Priorities:

Importance-Satisfaction Rating

West Des Moines, Iowa

PARKS & RECREATION

The information presented in the following table should be interpreted with regard to the importance city residents place on various city services and how satisfied they are with each service. Improvements in those areas with the highest I-S rating will cause the greatest marginal increase in overall satisfaction with city services.

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Medium Priority (IS <.10)						
The City's senior citizen recreation programs	14%	4	64%	20	0.0508	1
Access to destinations via bike and trail system	20%	2	75%	14	0.0493	2
Walking and biking trails in the City	31%	1	86%	5	0.0427	3
The number and quality of greenway areas	15%	3	86%	6	0.0204	4
Fees charged for recreation programs	6%	10	68%	19	0.0192	5
City's public art program	6%	12	70%	18	0.0174	6
The City's youth recreation programs	6%	9	74%	15	0.0161	7
Outdoor athletic facilities	7%	6	77%	12	0.0161	8
The City's adult recreation programs	6%	13	71%	17	0.0160	9
City Aquatic Centers	7%	7	77%	13	0.0154	10
Ease of registering for recreation programs	5%	15	71%	16	0.0148	11
Overall quality of recreation program services	6%	11	79%	11	0.0126	12
The City's special events programs	7%	8	82%	9	0.0121	13
The number of City parks	10%	5	90%	1	0.0104	14
MidAmerican Energy Company RecPlex	5%	14	82%	8	0.0095	15
Valley Junction Activity Center	4%	16	79%	10	0.0076	16
Jamie Hurd Amphitheater	3%	17	87%	2	0.0040	17
Raccoon River Park Nature Lodge	2%	18	86%	3	0.0024	18
Raccoon River Park Boathouse	1%	19	86%	4	0.0017	19
Raccoon River Park Softball Complex	0%	20	83%	7	0.0003	20

Highest Parks and Recreation Priorities:

Importance-Satisfaction Rating

West Des Moines, Iowa

MAINTENANCE

The information presented in the following table should be interpreted with regard to the importance city residents place on various city services and how satisfied they are with each service. Improvements in those areas with the highest I-S rating will cause the greatest marginal increase in overall satisfaction with city services.

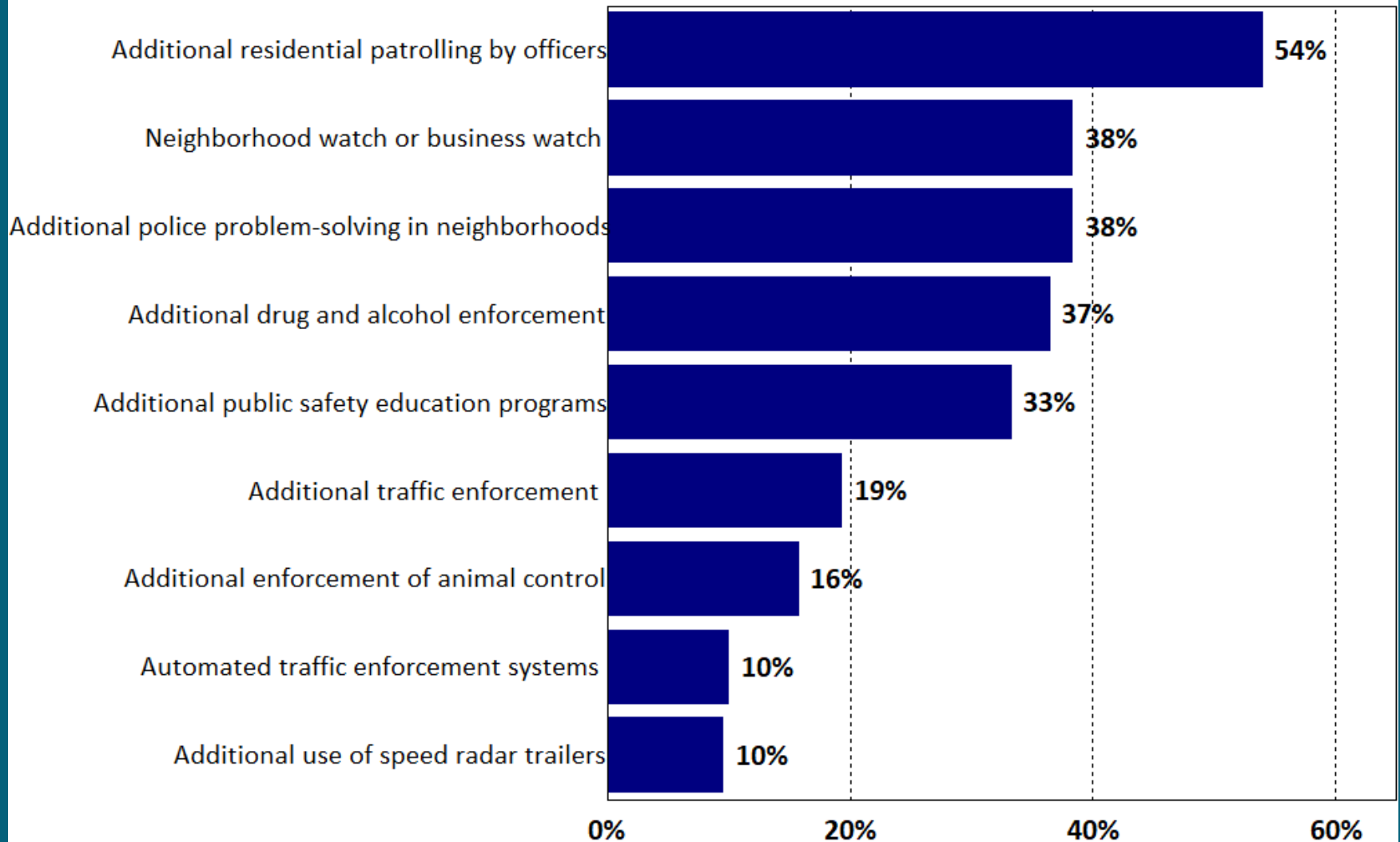
Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
High Priority (IS .10-.20)						
Maintenance of City streets	45%	1	72%	12	0.1249	1
Medium Priority (IS <.10)						
Snow removal on City streets	28%	2	79%	10	0.0594	2
Maintenance of sidewalks in public areas	20%	4	76%	11	0.0490	3
Adequacy of City street lighting	14%	5	82%	8	0.0259	4
Maintenance of City parks	21%	3	88%	4	0.0253	5
Mowing/trimming along City streets/public areas	9%	7	80%	9	0.0182	6
Maintenance of traffic signals and street signs	10%	6	86%	7	0.0146	7
Yard waste collection	6%	8	87%	6	0.0082	8
Weekly curbside recycling collection	6%	9	90%	3	0.0062	9
Overall cleanliness of City streets	5%	10	88%	5	0.0058	10
Maintenance of City buildings	3%	11	91%	2	0.0023	11
Weekly curbside trash collection	2%	12	94%	1	0.0014	12

Maintenance Priorities:

Other Findings

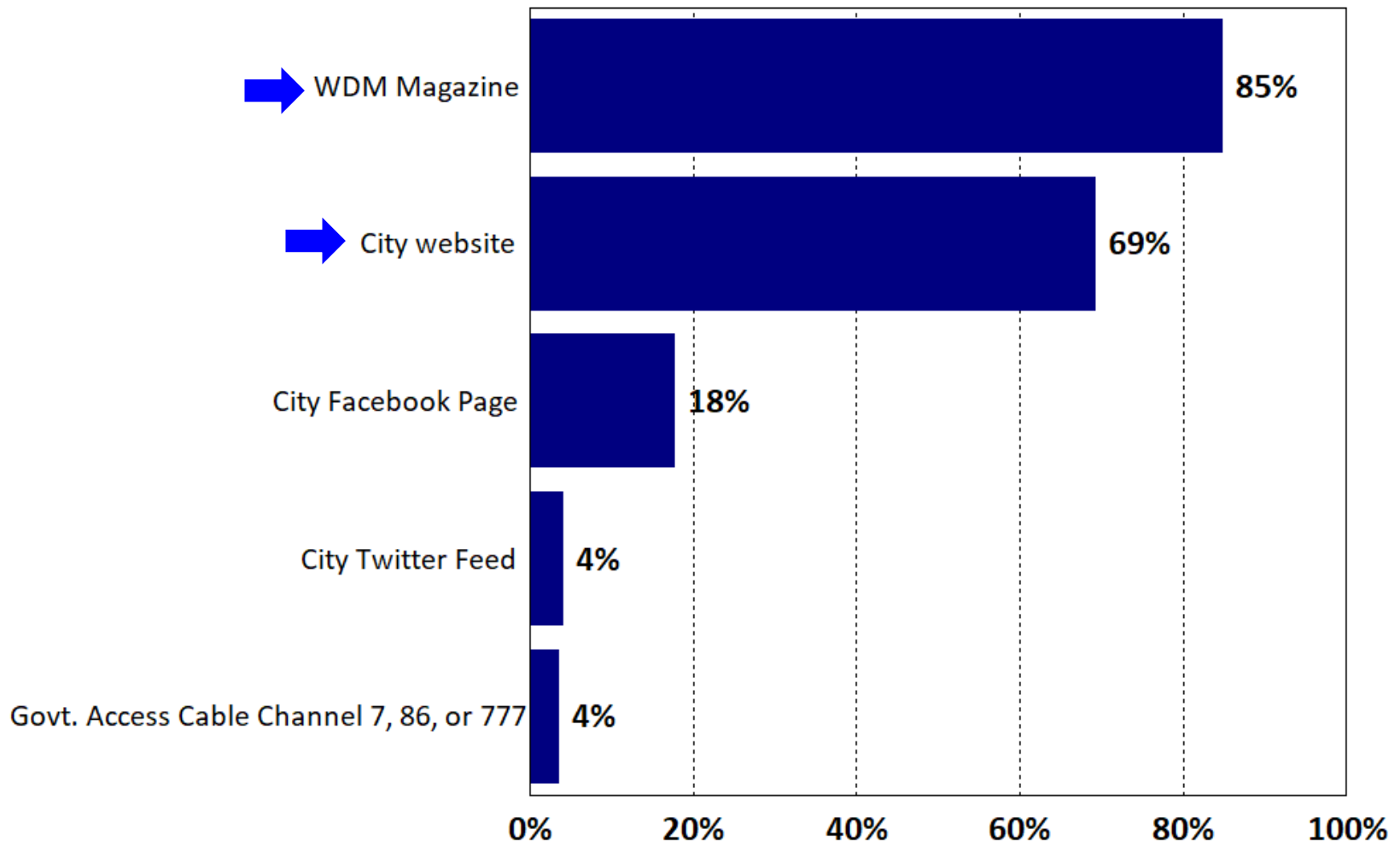
Initiatives Most Important for the City's Police Department to Emphasize

by percentage of respondents who selected the item as one of their top three choices



Sources Residents Have Used During the Past Year to Get Information About the City

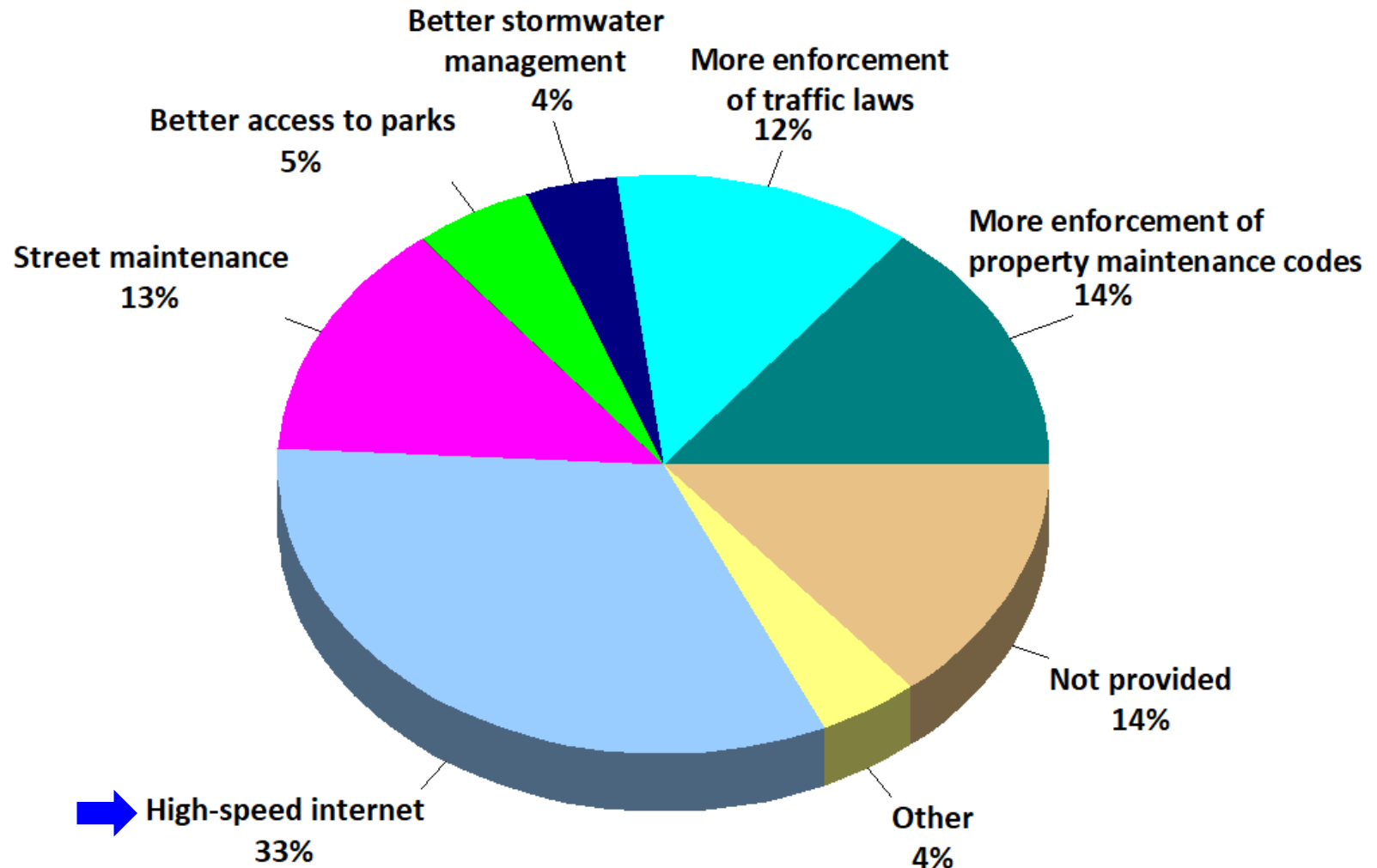
by percentage of respondents (excluding "not provided" - multiple selections could be made)



Most residents get their information about the City from WDM Magazine and the City website

Which one of the following is needed most in your neighborhood?

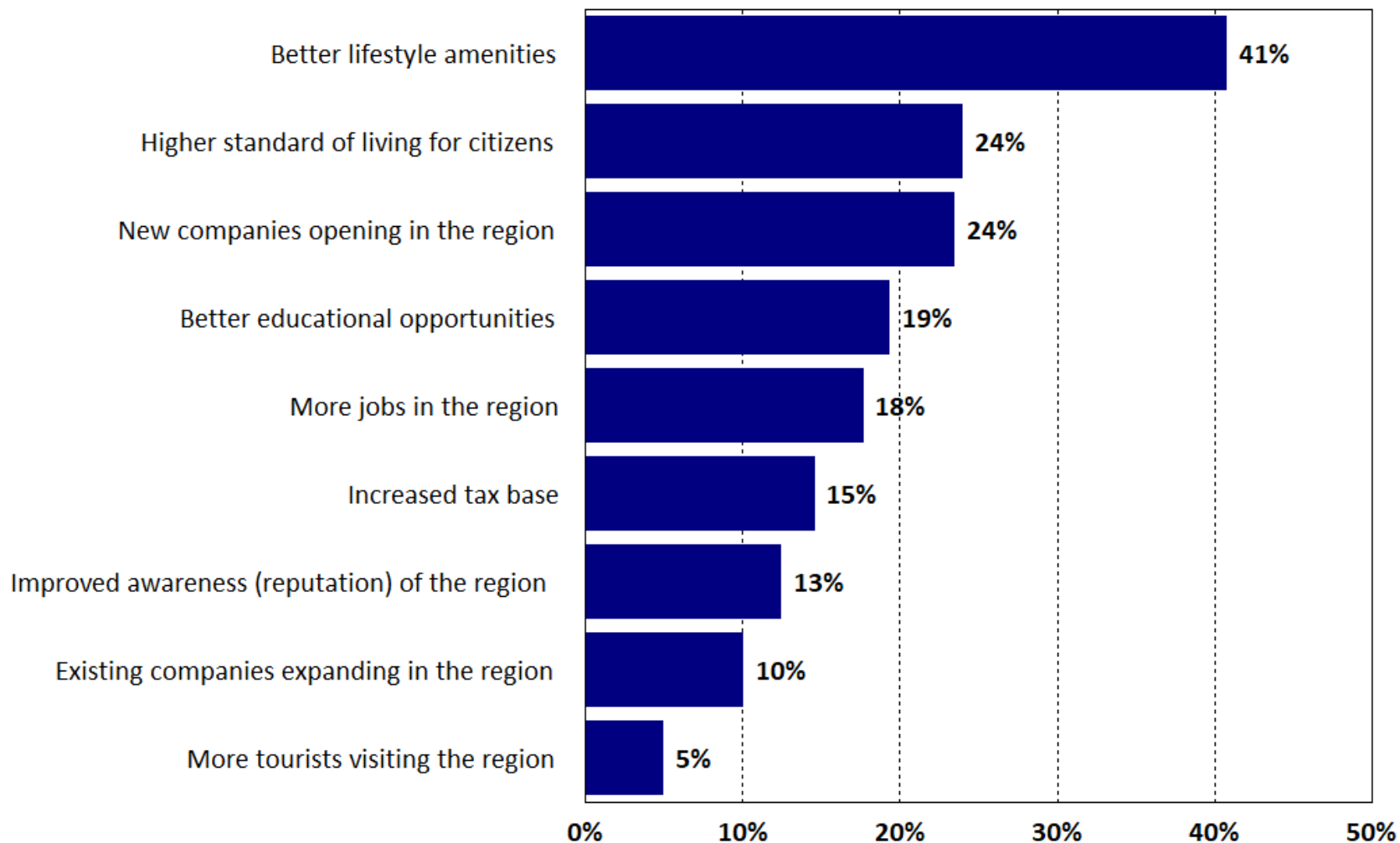
by percentage of respondents



Residents indicated high-speed internet is needed most in their neighborhood

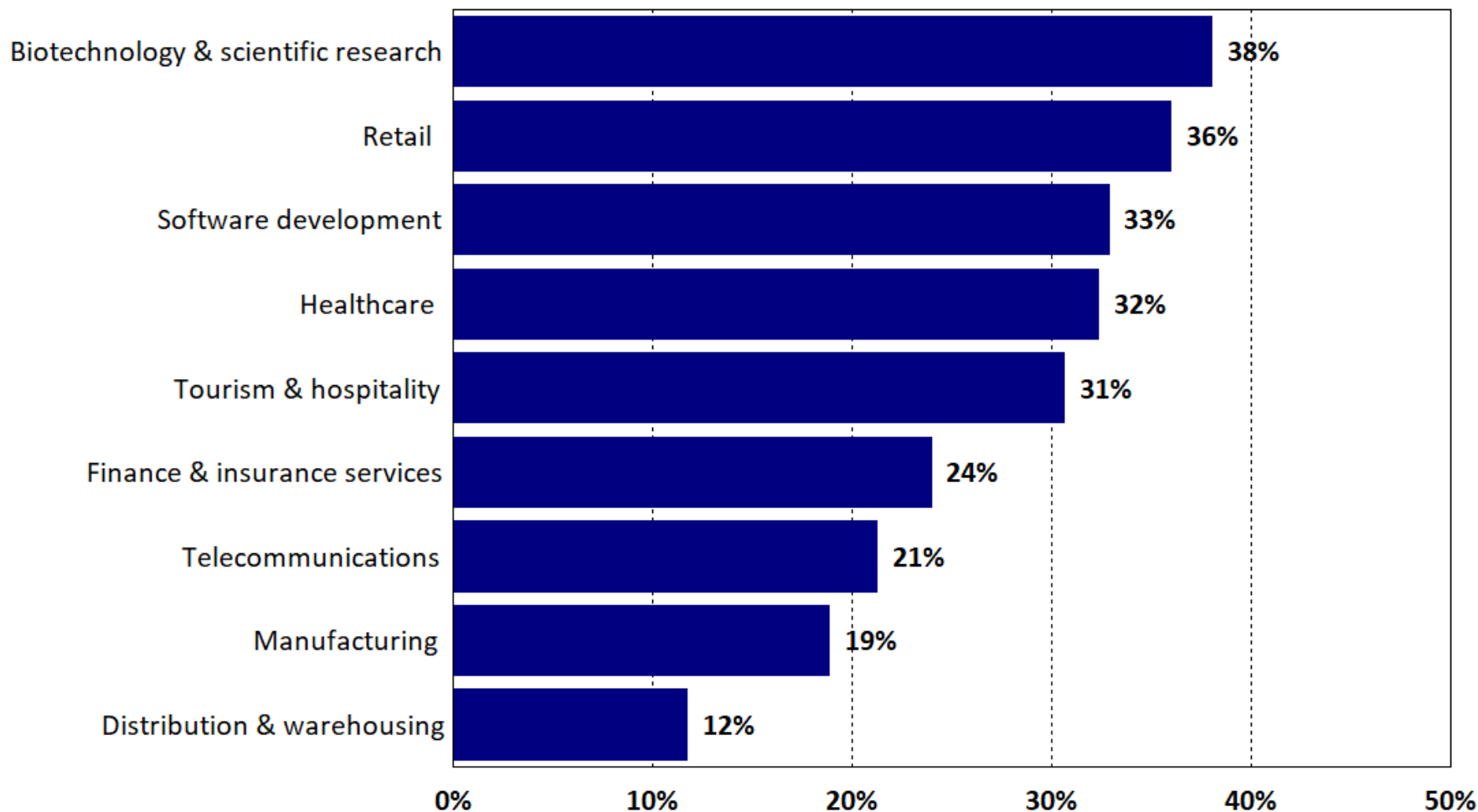
Benefits of Economic Development That Are Most Important to Residents

by percentage of respondents who selected the item as one of their top two choices



Types of Employers or Businesses Residents Would Like to See Expanded or Located in West Des Moines

by percentage of respondents (multiple selections could be made)



Summary

- **Residents Have a Very Positive Perception of the City**
 - ❑ 94% are satisfied with the quality of life in the City; only 1% are dissatisfied
 - ❑ 93% are satisfied with the overall quality of services provided by the City; only 1% are dissatisfied
- **Satisfaction with City Services is Much Higher in West Des Moines Than Other Communities**
 - ❑ The City rated 42% above the U.S. Average in the overall quality of City services
 - ❑ The City rated significantly higher than the U.S. Average (5% or more above) in all 51 areas that were compared
- **Overall priorities for improvement over the next 2 years:**
 - ❑ Overall traffic flow management in the City
 - ❑ Quality of City water services
 - ❑ Overall enforcement of code violations



Questions?

THANK YOU